



WKMG

ORDER

Flight Dates 09/18/12-09/24/12

Contract / Revision 258916 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Product
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 587

Alt Order # 06313642

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 28925

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	31	\$24,586.25	\$28,925.00	0.00	08/27/12	09/24/12	31	\$24,586.25	\$28,925.00
Totals	31	\$24,586.25	\$28,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/24/12	09/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$500.00		0.00			
E 2	WKMG	09/19/12	09/21/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--W-F--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W-F--					2	\$225.00		0.00			
E 3	WKMG	09/24/12	09/24/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$225.00		0.00			
E 4	WKMG	09/18/12	09/20/12	10-11a Let's Make a Deal Let's Make a Deal	CM	10-11a	-TWT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/12/12

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Contract / Revision

258916

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 587

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/18/12	09/20/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWT---					3	\$300.00		0.00			
E 5	WKMG	09/24/12	09/24/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
Week:		09/24/12	09/30/12	1-----					1	\$300.00		0.00			
E 6	WKMG	09/19/12	09/19/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
Week:		09/17/12	09/23/12	--1----					1	\$550.00		0.00			
E 7	WKMG	09/24/12	09/24/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
Week:		09/24/12	09/30/12	1-----					1	\$550.00		0.00			
E 8	WKMG	09/19/12	09/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--W-F--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
Week:		09/17/12	09/23/12	--W-F--					2	\$400.00		0.00			
E 9	WKMG	09/24/12	09/24/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Week:		09/24/12	09/30/12	1-----					1	\$500.00		0.00			
E 10	WKMG	09/18/12	09/20/12	2-3p The Talk The Talk	CM	2-3p	-T-T---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
Week:		09/17/12	09/23/12	-T-T---					2	\$300.00		0.00			
E 11	WKMG	09/24/12	09/24/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
Week:		09/24/12	09/30/12	1-----					1	\$300.00		0.00			
E 12	WKMG	09/19/12	09/20/12	News at 6p News at 6p	CM	6-630p	--WT---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
Week:		09/17/12	09/23/12	--WT---					2	\$600.00		0.00			
E 13	WKMG	09/24/12	09/24/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Week:		09/24/12	09/30/12	1-----					1	\$600.00		0.00			
E 14	WKMG	09/19/12	09/20/12	News at 7p News at 7p	CM	7-7:30p	--WT---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
Week:		09/17/12	09/23/12	--WT---					2	\$800.00		0.00			
E 15	WKMG	09/24/12	09/24/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Week:		09/24/12	09/30/12	1-----					1	\$800.00		0.00			
E 16	WKMG	09/18/12	09/18/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Week:		09/18/12	09/18/12	-1-----					1	\$800.00		0.00			

Totals	31	\$28,925.00
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